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RELEASED IN PART
B6, B1, 1.4(D)PAGE 01 CARACA 03431 01 OF 03 161429Z
ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
	DODE-00	DOEE-00	SRPP-00	DS-00	EB-00	EXIM-01	E-00
	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

-----8232BF 161435Z /38

R 161342Z NOV 98
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 2277
INFO CIA WASHDC
DIA WASHDC
NSC WASHDC
USIA WASHDC 1948
USDOC WASHDC 3253
DEPT OF TREASURY WASHDC
USCINCSO MIAMI FL
AMEMBASSY BOGOTA
AMEMBASSY QUITO
AMEMBASSY LIMA
AMEMBASSY LA PAZ
AMEMBASSY BRASILIA
AMEMBASSY GEORGETOWN
AMEMBASSY PORT OF SPAIN
AMEMBASSY MEXICO
USINT HAVANA

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C O N F I D E N T I A L SECTION 01 OF 03 CARACAS 003431

E.O. 12958: DECL: 11/05/08
TAGS: PGOV, PREL, ECON, EFIN, VE
SUBJECT: POLLING THE POLLSTERS: MERCANALISIS (REPORT 9 OF 9)

REF: (A) CARACAS 3287, (B) CARACAS 3320, (C) CARACAS 3332, (D)
CARACAS 3357, (E) CARACAS 3378, (F) CARACAS 3416, (G) CARACAS 3424,
(H) CARACAS 3429

CLASSIFIED BY
(D)

REASON: 1.5

B6

SUMMARY AND INTRODUCTION: MERCANALISIS

UNITED STATES DEPARTMENT OF STATE n/a
REVIEW AUTHORITY: OSCAR J OLSON CONFIDENTIAL
CLASSIFICATION: CONFIDENTIAL REASON: 1.4(D)
DECLASSIFY AFTER: 16 NOV 2013
DATE/CASE ID: 21 JUL 2009 200503654

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4. (C) THE GOOD THINGS ABOUT MERCANALISIS' METHODOLOGY:

-- INCLUDES A REASONABLE NUMBER OF RESPONDENTS AND SAMPLE POINTS (8-10 INTERVIEWS PER SAMPLE POINT) IN ITS SURVEYS.

-- AT LEAST IN ITS OCTOBER POLL, MERCANALISIS GETS DOWN TO THE SMALL TOWN LEVEL. IT REDRAWS SAMPLE POINTS FOR EACH POLL.

-- HIGH LEVEL OF SUPERVISION OF THE INTERVIEWS (30 PERCENT). ALSO, IT HAS A FULL-TIME, PROFESSIONAL FIELD FORCE.

-- VOTE INTENTION QUESTION PLACED NEAR THE FRONT OF THE QUESTIONNAIRE, REDUCING POTENTIAL BIAS.

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

-----8232D1 161435Z /38

R 161342Z NOV 98
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 2278
INFO CIA WASHDC
DIA WASHDC
NSC WASHDC
USIA WASHDC 1949
USDOC WASHDC 3254

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ELECTION ANALYSIS: SALAS WILL WIN

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7. (U) [REDACTED] SALAS AND CHAVEZ ARE NECK-AND-NECK, AND SALAS' NUMBERS WILL CONTINUE TO GROW AND WILL LIKELY BEAT CHAVEZ. CHAVEZ HAS ALREADY REACHED HIS VOTE CEILING. OF ALL POLLSTERS INTERVIEWED, MERCANALISIS HAS THE TWO THE CLOSEST IN THE POLLS. ITS OCTOBER POLL PLACES SALAS AND CHAVEZ IN A STATISTICAL DEAD HEAT (39 POINTS FOR CHAVEZ, 38 POINTS FOR SALAS.) THIS MARGIN DOES NOT INCREASE MUCH WHEN LOOKING SOLELY AT "LIKELY VOTERS" (42 POINTS FOR CHAVEZ, 39 POINTS FOR SALAS.) HE PREDICTS A HIGH TURNOUT IN DECEMBER--82 PERCENT OF VOTERS. HE IS NOT SURE HOW THE NOVEMBER 8 ELECTIONS WILL TURN OUT, AS HE HAS NOT DONE THE NECESSARY STATE-BY-STATE POLLS. IT IS ESPECIALLY DIFFICULT TO PREDICT THIS ELECTION BECAUSE THE BALLOT IS SO LONG AND COMPLICATED THAT IT IS GOING TO MAKE LOGICAL VOTE DECISIONS VERY DIFFICULT FOR THE AVERAGE VOTER. [REDACTED] DOES THINK THAT AD AND COPEI WILL GET A MAJORITY OF THE GOVERNORSHIPS. HE THINKS PROYECTO VENEZUELA DOES

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NOT HAVE THE PARTY STRUCTURE NECESSARY TO DO WELL IN THE NOVEMBER RACES.

8. (U) [] THINKS THAT SALAS IS DOING WHAT HE NEEDS TO DO

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ACTION ARA-01

INFO	LOG-00	ACDA-08	ACDE-00	AID-00	ACQ-01	CEA-01	CTME-00
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	FRB-00	H-01	TEDE-00	INR-00	ITC-01	L-01	ADS-00
	NSAE-00	OMB-01	OPIC-01	PA-00	PM-00	PRS-00	P-00
	SP-00	SSO-00	STR-00	T-00	FMP-00	PMB-00	DSCC-00
	DRL-02	G-00	SAS-00	/019W			

-----8232D4 161435Z /38

R 161342Z NOV 98
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC 2279
INFO CIA WASHDC
DIA WASHDC
NSC WASHDC
USIA WASHDC 1950
USDOC WASHDC 3255
DEPT OF TREASURY WASHDC
USCINCSO MIAMI FL
AMEMBASSY BOGOTA
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C O N F I D E N T I A L SECTION 03 OF 03 CARACAS 003431

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TO WIN--SHOW THAT HE HAS A NATIONAL PROGRAM AND THAT HE HAS GOOD
IDEAS OF HIS OWN AND IS NOT JUST THE ANTI-CHAVEZ CANDIDATE. CHAVEZ
IS IN A TOUGH SITUATION BECAUSE HE IS REJECTED BY A THIRD OF THE
POPULATION, WHICH [REDACTED] IS NOT ONLY REJECTION, BUT TERROR.

[REDACTED] CHAVEZ IS THE CHOICE OF THE DESPERATE.
HOWEVER, THESE VOTERS ARE OPEN TO DEFECTION TO SALAS. ONLY 2
PERCENT OF CHAVEZ'S SUPPORTERS REJECT SALAS, WHILE 57 PERCENT OF
SALAS' SUPPORTERS REJECT CHAVEZ. SALAS IS THE SECOND CHOICE OF 56
PERCENT OF CHAVEZ VOTERS. CHAVEZ IS THE SECOND CHOICE OF ONLY 27
PERCENT OF SALAS VOTERS. SALAS IS LOOKED UPON FAVORABLY OR MORE
FAVORABLY THAN CHAVEZ IN NEARLY ALL POTENTIAL ATTRIBUTES, SUCH AS
HAVING GOOD IDEAS, BEING PRODUCTIVE, AND HAVING A PRESIDENTIAL
PERSONALITY. CHAVEZ IS EXPECTED TO WIN--55 PERCENT THINK THAT
CHAVEZ WILL WIN, WHILE 45 PERCENT THINK THAT SALAS WILL WIN. (THE
CANDIDATE WIDELY PERCEIVED AS MOST LIKELY TO WIN GENERALLY GAINS
SEVERAL POINTS ON ELECTION DAY DUE TO BANDWAGONING.) PEOPLE ARE
DIVIDED ON WHETHER THEY WANT THE NEXT PRESIDENT TO DISSOLVE
CONGRESS--47 PERCENT SUPPORT IT, WHILE 46 PERCENT OPPOSE IT.

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CONCLUSION

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